



STAND WITH ME AT THE 'G



Breast Cancer Network Australia Field of Women 2018

Corporate Engagement Opportunities

Sunday 12 August | Melbourne Cricket Ground (MCG)



Field of Women Major Event Partners



Field of Women Event Partners



BCNA Foundation Partner



BCNA Major Partners



Who is BCNA?

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians affected by breast cancer. We work to ensure they receive the very best support, information, treatment and care appropriate to their individual needs.

We are represented by the Pink Lady silhouette, symbolic of our focus on the people affected by breast cancer – the women, men and their families.

Breast cancer

Breast cancer is the most common cancer diagnosed in Australian women. One in eight Australian women will be diagnosed with breast cancer by the time they turn 85, and also a small number of men. In 2018, more than 18,200 Australians will hear the words ‘You have breast cancer’ and more than 3,100 will die from the disease. We know that it is not only the person diagnosed, but families, friends and whole communities that are affected by a breast cancer diagnosis.

Our members

BCNA consists of a network of more than 120,000 members and 289 Member Groups. More than 90 per cent of our members have had a diagnosis of breast cancer, and the remaining members have had a personal experience with breast cancer through a family member or friend. BCNA’s online community of more than 16,000 members is the largest health consumer online community in the country.



Our programs and services

BCNA provides a wide and growing range of services to newly diagnosed Australians, survivors of breast cancer and Australians living with metastatic breast cancer. All of BCNA’s resources and support services are provided free of charge, including:

- a telephone helpline
- a range of high-quality print and digital resources
- an online community
- information forums around Australia
- post-surgery bras (with the assistance of Berlei)
- bilingual resources in six languages
- accessible resources for people with a disability or low English literacy
- volunteer community champions who undertake projects across the nation
- volunteer consumer representatives who represent the interests of Australians with breast cancer in research, policy and other advisory processes.

Our policy and advocacy roles

BCNA is a powerful advocate for Australians affected by breast cancer. We are a sought-after partner for researchers and work closely with policy makers. BCNA has had several important advocacy wins in recent years, including changes to the legislation governing early access to superannuation under the terminal illness provision, and the Pharmaceutical Benefits Scheme (PBS) listing drugs of Kadcylla and Perjeta, which treat metastatic breast cancer.

Our funding

Our fundraising income is generated through corporate partnerships, community fundraising, individual giving, and BCNA events and campaigns. Only 13 per cent is sourced from government, primarily through Cancer Australia. The Field of Women will be our major fundraising event for 2018.

Our 20th anniversary

BCNA turns 20 in 2018. A wide range of special events will take place across the nation to mark our anniversary. These include:

- the release of our State of the Nation report
- our Plan B survivorship conference in Melbourne
- the Field of Women at the MCG.

Field of Women background

Field of Women is an award-winning event that brings the statistics of breast cancer to life in a meaningful and visually powerful way, highlighting the personal impact of breast cancer on our community.

BCNA has presented the Field of Women in 2005, 2010, 2014 on the MCG in Melbourne and in 2007 the event was held at Telstra Stadium (now ANZ stadium), Sydney.

The events are now etched in the memory of the thousands of women and men who stood with us to demonstrate their support for the cause. The events are moving and inspirational. They galvanise an entire community to action.

What an amazing special night. So much work, effort, and I'm sure tears goes into this event and it is all worthwhile. Not only for those standing there on the Hallowed Turf but for everyone who read about it in the newspapers and saw the great coverage on TV. Once again I felt very honoured to be there. The announcer said something along the lines of 'With so many angels looking down - how could it not be a perfect night!' I lost it then!! The speakers so inspiring and the song was perfect - I had to hug my friend as she sobbed through it. - Wendy

I wanted to congratulate all of you at BCNA for the most wonderful event on Saturday. The Field was fantastic. The family members who accompanied me were incredibly impressed; they have never seen anything like it before. They commented on the wonderful combination of excitement, fun and deep empathy and grief over the scourge that breast cancer is in our community. - Cherril



Field of Women 2018

In 2018, BCNA will host the fifth Field of Women at the MCG prior to the Round 21 AFL match between Melbourne Football Club and Sydney Swans on Sunday 12 August. Event highlights will include:

- Up to 18,087 people wearing pink ponchos (and 148 wearing blue) standing on the MCG to represent the number of women and men who will be told they have breast cancer in 2018.
- Once on the ground, a moving 15-minute tribute ceremony will honour all those in our community who have been affected by breast cancer. All participants will then be encouraged to stay and watch the match, which will kick off at 3.20 pm.
- A community hub set up on the concourse of the MCG with a range of activations to provide family-friendly entertainment from 11.00 am. Breast cancer affects whole communities, and children under the age of 15 will be able to attend the Field of Women and football match free of charge.
- A Mini-Field of Women will be set up in Yarra Park and will allow attendees to write a tribute tag for a loved one that will be on display during the event.
- Channel 7 will show highlights of the event as part of their telecast of the AFL match. In 2014 the broadcast reached 923,248 viewers, 40 per cent were from Victoria.
- Participants will be recruited by engaging with BCNA members, stakeholder membership bases (such as the Melbourne Football Club, the Sydney Swans MCC, Ticketek and AFL), a coordinated public relations and advertising campaign (including promotions and presentations to corporate and community groups), and the general public through media partnerships.
- An Event Champion program will be developed to involve high profile leaders in media, business and the community. Major event recognition and support from the State Government of Victoria.
- BCNA will also be hosting a breast cancer survivorship conference on the same weekend as the Field of Women.

Field of Women 2018 – get involved

Field of Women is a fantastic way for organisations to get involved and raise awareness in their workplaces of breast cancer and the impact it can have on individuals, families and colleagues. Providing staff and clients the opportunity to attend Field of Women will offer a unique and powerful staff and client engagement opportunity for your business and raise vital funds to support our work.

We invite you to help support Australians affected by breast cancer by investing in one of the 2018 Field of Women corporate packages and bringing your team to the MCG on 12 August. Our fundraising team would welcome the opportunity to chat with you on the packages below or other thoughts you may have on how your organisation may be able to get involved.



Journey to the 'G Package

- 30 tickets to participate in the Field of Women, including general admission seating to the Melbourne vs Sydney Swans match, commemorative gift pack and certificate of participation for each person.
- 10 places in the official Pink Lady function in the Harrison Room, which will be held after the Field of Women ceremony and during the Melbourne vs Sydney Swans match. The seated hospitality experience will include plated finger food, beer, wine, soft drinks, a reserved level 2 seat and inspiring special guests. Harrison Room guests will also receive the opportunity to participate in the Field of Women, a commemorative gift pack and certificate of participation.
- Company logo acknowledgement on the screens in the Pink Lady Harrison Room function.
- 10 places at BCNA's 20th Anniversary Gala Ball on Sunday 18 November 2018 at Crown Palladium.
- Company name recognition on the 2018 Field of Women website partner acknowledgement page.
- Company name recognition in the 2018 Field of Women partner acknowledgement page in the *AFL Record*.
- Four places at BCNA's end-of-year partner function.
- 2 places at the Melbourne Football Club Inner Sanctum experience.

Investment: \$10,000

Sparkle Package

- 10 tickets to participate in the Field of Women, including general admission seating to the Melbourne vs Sydney Swans match, commemorative gift pack and certificate of participation for each person.
- 10 places in the official Pink Lady function in the Harrison Room, which will be held after the Field of Women ceremony and during the Melbourne vs Sydney Swans match. The seated hospitality experience will include plated finger food, beer, wine, soft drinks, a reserved level 2 seat and inspiring special guests. Harrison Room guests will also receive the opportunity to participate in the Field of Women, a commemorative gift pack and certificate of participation.
- Company logo acknowledgement on the screens in the Pink Lady Harrison Room function.
- Four places at BCNA's 20th Anniversary Gala Ball on Sunday 18 November 2018 at Crown Palladium.
- Company name recognition on the 2018 Field of Women website partner acknowledgement page.
- Company name recognition in the 2018 Field of Women partner acknowledgement page in the *AFL Record*.

Investment: \$5,400

Dragonfly Package

- 50 tickets to participate in the Field of Women, including general admission seating to the Melbourne vs Sydney Swans match, commemorative gift pack and certificate of participation for each person.
- Company name recognition on the 2018 Field of Women website thank you page.
- Company name recognition in the 2018 Field of Women thank you page in the *AFL Record*.
- Company certificate of appreciation.

Investment: \$3,500

Add places to the official Pink Lady function in the Harrison Room at \$250 per person

General Admission Tickets

General admission tickets cost \$59, with children under 15 free of charge. Tickets are available from bcna.org.au from 6 March 2018 and include:

- participation in the Field of Women
- entry to Melbourne vs Sydney Swans match
- entertainment
- commemorative gift pack
- certificate of participation.

Staff Volunteering Opportunities

BCNA will be recruiting for a number of volunteer roles for the Field of Women, and would welcome the opportunity to speak to organisations or individuals that may be interested in assisting with a range of duties on the day of the event.



.....
For more information on the Field of Women contact:

Carmen Mullenger

Project Manager

cmullenger@bcna.org.au

(03) 9805 2521

Or

Rozalee Erceg

Director of Development,

Fundraising and Events

rerceg@bcna.org.au

(03) 9805 2570

All investment amounts are GST inclusive